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**MESSAGE:****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****Applicant(s):** Reiner KRAFT et al.**Serial No.:** 09/757,901**For:** *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH  
INTEGRATION OF PHYSICAL LOCATION USING GPS***Enclosed are the following:**

Supplemental Preliminary Amendment (12 pgs.)

**Docket No.:** ARC9-2000-0048-US1**110-A00-005****November 15, 2005**

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within the sales location,wherein the map is based upon the location data as well as the user profile data  
associated with the mobile information processing unit; andforwarding the personalized advertisement to the mobile information processing  
unit for display.

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